



Welcome!



2018 STATE OF THE CITY ADDRESS

Recent Accomplishments | Projects in Motion

Future Enhancements – Next Steps

FEBRUARY 16, 2018

CITY COUNCIL



George A. Nava
Mayor



Donald L. Wharton
Mayor Tempore



Norma Kastner-Jauregui
Councilmember



Luke Hamby
Councilmember



Sam Couchman
Councilmember

FUN FACTS COMPARED

2017-18

Population: 26,234
Active Utility Accounts: 5,697
Active Business License
Accounts: 1,121
Building Permits in 2017: 255
New Property Valuation in
2017: \$12,545,885

2014

Population: 25,558
Active Utility Accounts: 5,547
Active Business License
Accounts: 952
Building Permits in 2014: 230
New Property Valuation in
2014: \$11,983,464

HISTORIC POPULATION

2010: 24,953
2000: 22,038
1990: 18,958

1980: 14,946
1970: 13,746
1960: 12,703

The background of the slide features a large, semi-transparent watermark of the City of Brawley Corporate Seal. The seal is circular and contains the text "CITY OF BRA" at the top and "CORPORATE" at the bottom. In the center of the seal is a landscape scene with a rising sun, clouds, and a hand holding a torch.

REFLECT | RE-ENERGIZE | REJUVENATE

RECENT ACCOMPLISHMENTS

We will take a look at some of the recent wins in the City of Brawley. Public and private investment is helping to drive significant change within the city.

PROJECTS IN MOTION

Several public and private investment projects are currently underway. It takes a combination of both to keep our city and local economy active and fiscally sound.

FUTURE ENHANCEMENTS

Public input is critical in directing rejuvenation within the city. There is tangible energy on behalf of the City Council to make serious public improvements in 2018 that will aid and promote commercial growth, and improve the community.

COMMUNITY PARTNERS

Community Partners and Collaborators

- Brawley Chamber of Commerce
- Imperial Valley Economic Development Corporation
- State and Federal Legislators
- Pioneers Memorial Healthcare District
- Brawley Elementary School District
- Brawley Union High School District
- County of Imperial
- Imperial Irrigation District
- Imperial County Transportation Commission
- Southern California Association of Governments
- League of California Cities
- and others



By the numbers:

New Members

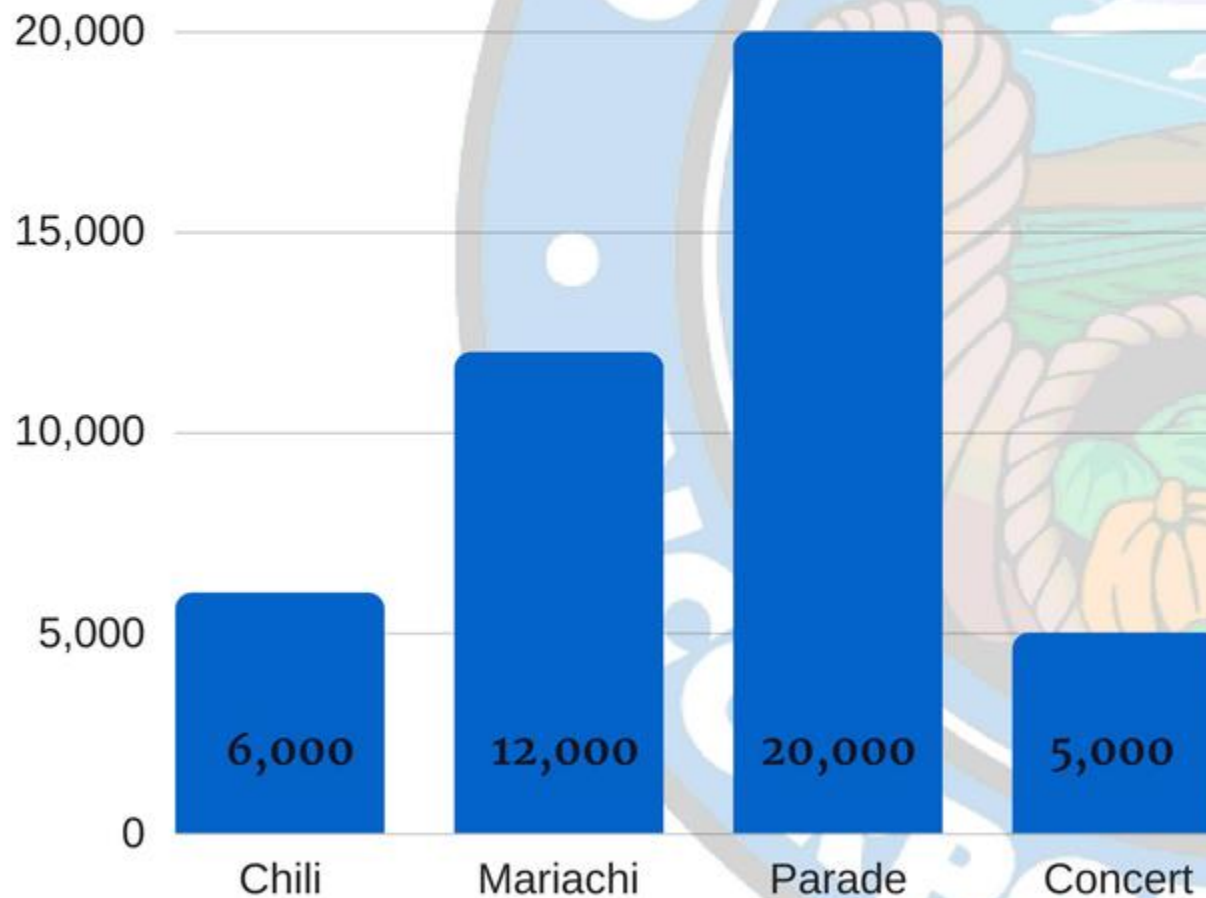


10 Ribbon Cutting Ceremonies in 2017!



By the numbers:

Estimated Attendance



10 Ribbon Cutting Ceremonies in 2017!



Business SPEED NETWORKING

THE HOTTEST BUSINESS EVENT OF THE YEAR!

JULY 31, 2017

6:00 PM - 8:30 PM

Lions Center Gym - 225 West A Street, Brawley, CA 92227

"The Power of Networking"

Why Attend?

- MEET FRESH NEW BUSINESS CONTACTS
- BUSINESS EVENT OF THE YEAR
- GAIN LEADERSHIP SKILLS
- LEARN TO CRUSH FEAR AND EXCUSES
- \$5,000 IN CASH PRIZES
- LEARN TECHNIQUES TO GROW SALES
- NIGHT NETWORKING AFTER PARTY
- MANY MORE REASONS AND BENEFITS!



Presented by special guest
DAVE DALEY
THE MONSTER MOTIVATOR

Brought to you by:



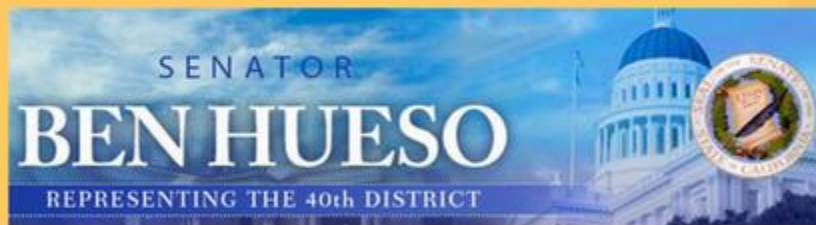


IVEDC Initiatives

- Regional Marketing
- Site Selection
- Trade Promotion
- Business Services
- Local Procurement Services

Link to:
Imperial Regional Alliance
Brawley Community Foundation
Small Business Development Center
Southern Border Broadband Consortium

State and Federal Legislators



ASSEMBLY MEMBER
Eduardo Garcia
DISTRICT 56





- 
- The Brawley City Seal is partially visible on the left side of the slide. It features a circular design with the word "BRAWLEY" at the top and "INCORPORATED 1900" at the bottom. The center of the seal depicts a landscape with a sun, mountains, and a river, surrounded by various agricultural products like grapes and oranges.
- Alyce Gereaux Park Renovations
 - Top Notch Seed – New Building Construction
 - IV Respite (Santillan) Final Map at Panno and HWY 86
 - Victoria Ranch Final Map
 - Firestone Building renovation – DS Arts, Define Fitness
 - Brawley Theatre roof removal
 - Crown Cooling – New Building Construction Underway
 - Paddy's at the Rock

RECENTLY COMPLETED

Community and Business Development



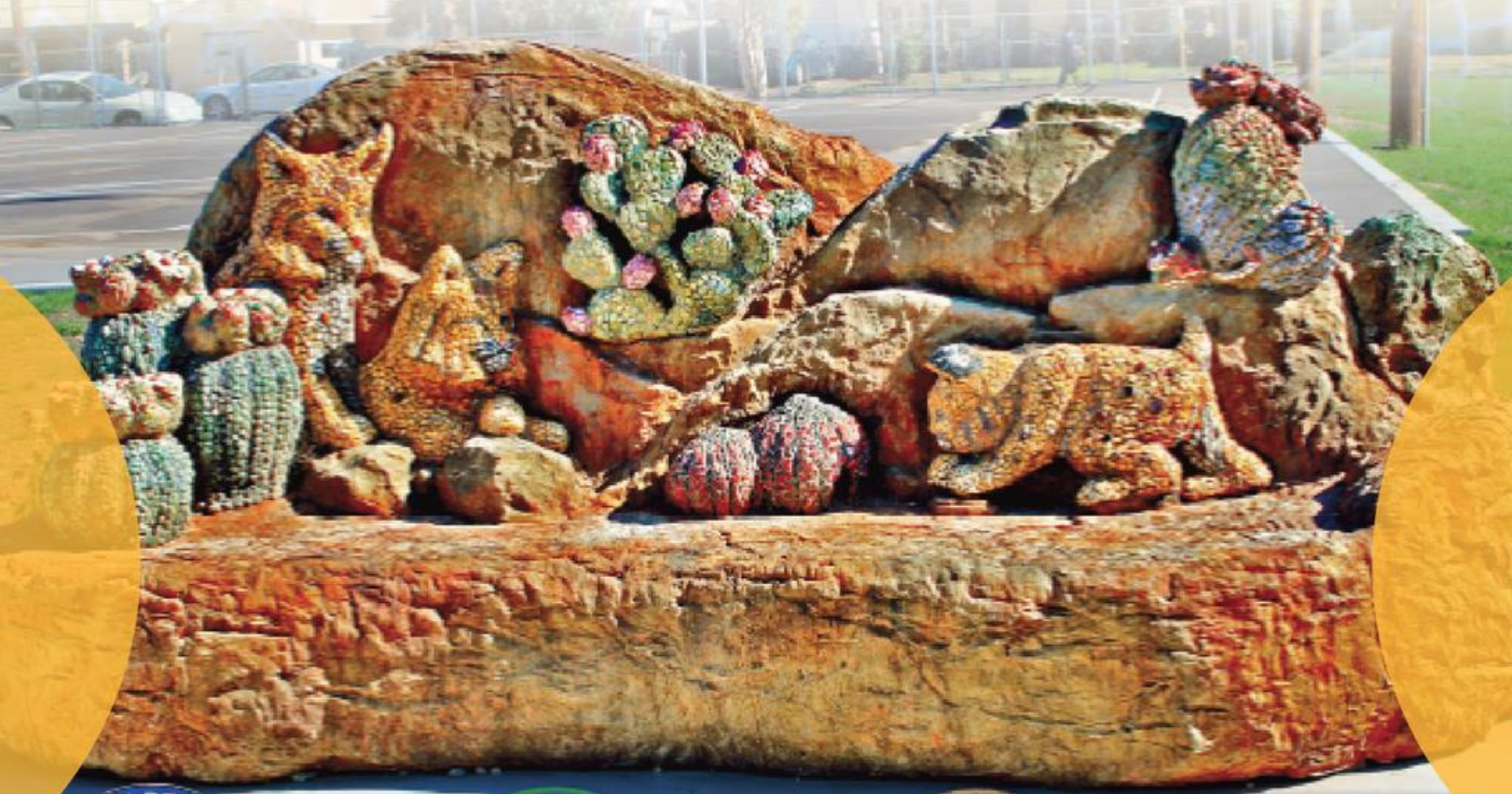
ALYCE GEREAX PARK RENOVATIONS

Grand Re-Opening
of
**Alyce A.
Gereaux Park**



Magnolia St. & N. Eastern Ave.
10 a.m. Tuesday, June 13, 2017

Get wet in the new splash pad, go wild with desert treasures
art and celebrate the renovation project generously
supported by a \$2.7 million California State Parks grant.



City of Brawley



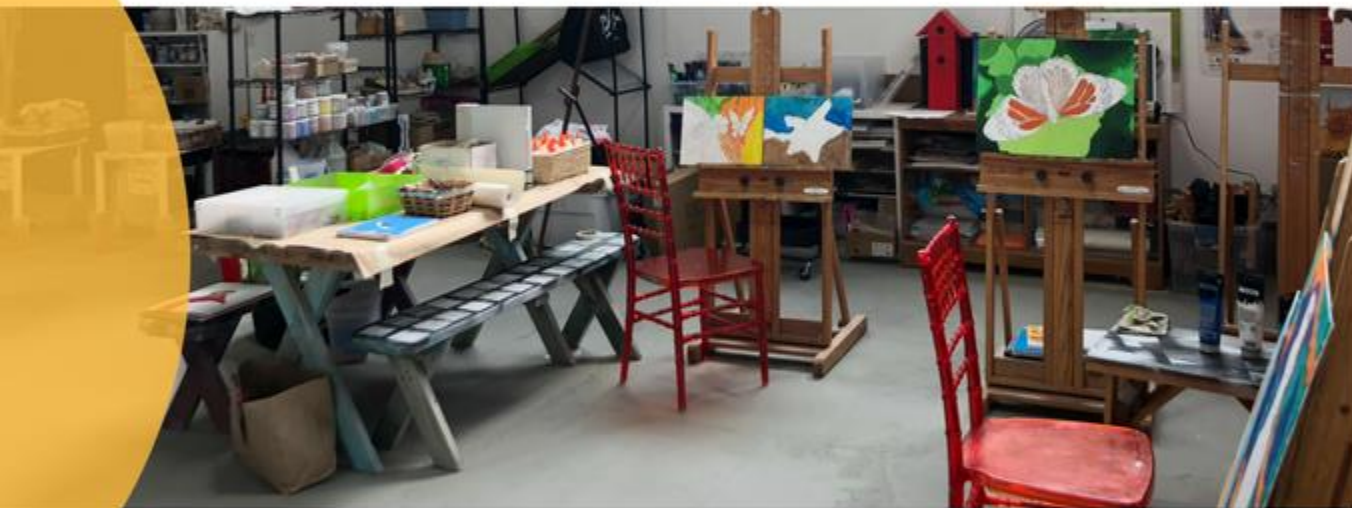


The background features a large, faded seal of the City of Braintree. The seal is circular with a blue border containing the text "CITY OF BRA" at the top and "INCORPORATED" at the bottom. The central image of the seal depicts a landscape with a rising sun, clouds, and a field. In the foreground, there is a large, woven basket filled with various fruits and vegetables, including pumpkins, cabbages, and leafy greens. Two large, solid orange circles are positioned on the left and right sides of the slide, partially overlapping the seal.

VARIOUS PRIVATE IMPROVEMENT PROJECTS



Firestone Building Renovations



DS Arts Studio | Define Fitness



Top Notch Seed - New Building



Victoria Ranch Final Map



Brawley Theatre Roof Removal

COMING SOON!

*Community and Business
Development*

- Pilot/Flying J Travel Center
- Taco Bell
- Brawley Mobile Home Park site redevelopment
- Donut Shop
- Eighth & G
- Malan Park
- Design of Wildcat Drive connection to 1st Street
- Legion Road design project
- \$1M in Transit System Improvements – Bus Shelter and ADA Enhancements
- Next phase LTA plus alley improvements between HWY 86 and 2nd Street
- Downtown Lighting Project
- Hinojosa Park Improvements
- Senior Center Improvements
- Pioneers Memorial Healthcare District – surgical and cardiac lab expansion
- Upcoming Strategic Workshop



PILOT TRAVEL CENTER

**Proposed at Intersection of
Highway 78 & Highway 111**



Front Exterior

With Gas Canopy

Pilot

FLYING



Sales Floor

PJ Fresh Deli Concept

Pilot

FLYING 



Dining Room Seating



Drink Coolers



Coffee Bar



Restrooms



TACO BELL

120 West Main Street





Conceptual Design



Conceptual Design

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MALAN PLAZA

**Private Redevelopment Project
(Brawley Mobile Home Park Site)**



14,000 +/- S.F. BLDG.



2,275 +/- S.F. BLDG.



Conceptual Design



Conceptual Design

REVISIONS

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ARCHITECTURE PLLC

DATE

9/23/17

DESIGNER

DE

PROJECT

EGP17-17



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PROJECT
MALAN PLAZA

1000 PINE S. BRANLEY AVE & W. MALAN ST. EAGLE, IDAHO

NOT FOR CONSTRUCTION / SCHEMATIC SET

A1.0

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PIONEERS CHILDREN'S HEALTH CENTER

565 Main Street

A young girl with curly hair, wearing a brown leather aviator helmet with goggles and a yellow flight suit, is sitting on the shoulders of a man. She has her right arm raised in a fist. The man has a beard and is wearing blue sunglasses and a blue and white striped t-shirt. They are both looking upwards. The background is a clear blue sky with a large, vibrant rainbow arching over the text. The text 'PIONEERS' is in a large, bold, sans-serif font, with 'PIONE' in purple and 'ERS' in grey. Below it, 'CHILDREN'S HEALTH CENTER' is in a smaller, purple, sans-serif font. A small purple heart is positioned above the 'E' in 'PIONEERS'.

PIONEERS

CHILDREN'S HEALTH CENTER

**565 MAIN STREET
BRAWLEY, CA 92227**

Featuring:

- Primary Care Visits
- Well-Child Check Ups
- Vaccinations

COMMUNITY AND COUNCIL HIGHLIGHTS









Event is Free. Child must be accompanied by an adult.
Refreshments will be served.

Sponsored by:

City of Brawley Parks & Recreation Commission
Soroptimist of Brawley ✕ Anthony Garcia Foundation
Ramon Sagredo ✕ Superior Furniture
Mark and Marlene Bernsen

***If you would like to support this event, please contact the Lions Center at 760-344-5675 for more information.







FUTURE ENHANCEMENTS

Next Steps



Strategic Workshop Strategic Planning Session

- Monday February 26th, 2018 at Brawley City Council Chambers
- Facilitated by Mayor Pro-Tempore, Donnie Wharton
- Will result in a clear direction on 2018 initiatives
- Public input is highly encouraged
- Downtown plans will be discussed
- CALTRANS Relinquishment funds will be discussed
- Several other focused topics will be discussed
- **Be there**



Please support your local government

THANK YOU

www.brawley-ca.gov

Special Thanks to:

City of Brawley Staff and Council

Brawley Chamber of Commerce Staff

Imperial Economic Development Corporation Staff

The Desert Review

The Imperial Valley Press